



1941

waite
Rugs

WAITE CARPET COMPANY



INTERIORS COURTESY OF
HEYWOOD-WAKEFIELD CO.
FICKS REED CO.



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CONDITIONED FOR SUMMER

The first cheerful sign of Spring — forerunner of the hot summer days ahead — is the signal for the modern housewife to rid her home of the heavy, tired winter things and seek the refreshing charm of summer furnishings.

Waite rugs play a major part in satisfying this urge for change. They are truly "conditioned for summer" — cool, colorful, and refreshing — because they are made of the ideal materials for summer use — Sisal and Fibre.

GREATER INTRINSIC VALUE

Waite rugs for 1941 have a greater intrinsic value than ever before, for they now feature the new exclusive, cleanable, mildew-proof, and water-resistant fibre which preserves the natural ruggedness of the weave. In addition, the new Waite line shows a more generous use of the finest type of Java Sisal, which assures unexcelled pattern permanency, thus greatly prolonging the attractive life of the rug.

VERSATILE MERCHANDISING

Every rug in the 1941 line is perfectly reversible. This opens the way to aggressive and versatile merchandising, because it appeals to the widest of buying motives. Double life and value — two patterns at no extra cost — will please any budget and gain for you many satisfied customers. Consider this appeal for special sizes as well as for standard rugs and the result is increased volume and profits.

COMPLETENESS

Waite rugs for 1941 are complete in the variety of styles — complete in the choice of qualities — complete in the assortment of colors. This completeness assures the buyer of a balanced line — with each of the seven qualities the result of a careful analysis of current style trends.

DEALER SELLING AIDS

A coordinated display card — in full color — has been prepared for each of the seven Waite qualities for 1941. These will be furnished you without charge. When ordering your Waite Rugs, indicate what displays you can use.

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In New York
15th Floor, Textile Building
295 Fifth Ave.

In Chicago
18th Floor, Merchandise Mart

In Los Angeles
Los Angeles Furniture Mart

In San Francisco
Western Furniture Exchange
and Merchandise Mart

Sisalwaite



The exclusive new Waite cleanable, moisture-resistant fibre, combined with lustrous color-fast Java Sisal, gives Sisalwaite unexcelled pattern permanency, durability, and perfect reversibility. Because of its unusual styling, perfect pattern balance can be had in any size, either special or regular . . . and in any width . . . from 12 feet to 27 inches. Intriguing design plus new, highly desirable utility features make Sisalwaite an outstanding value for 1941.

RUG SIZES

12 x 15 feet	6 x 12 feet
12 x 12 feet	6 x 9 feet
9 x 15 feet	54 x 90 inches
9 x 12 feet	36 x 72 inches
8 x 10 feet	27 x 54 inches

RUNNERS

12 feet	54 inches
9 feet	36 inches
6 feet	27 inches

In rolls of 50 lineal yards.
Patent No. 2,168,696

waite
Rugs

Green
521

Wood Rose
526

Gray
518

Toast
525

Brown
512

Burgundy
517

Blue
523



Sisaltex

The perfectly reversible feature of all Waite summer rugs is made doubly important for 1941 by the use of the new, exclusive fibre that is cleanable and water resistant. Sisaltex features this sturdy, added-value fibre background, high-lighted with a livable modern pattern created by the use of gaily colored sisal from Java. These two ideal summer rug materials give Sisaltex exceptional style appeal and great intrinsic value.

RUG SIZES

9 x 15 feet	6 x 9 feet
9 x 12 feet	54 x 90 inches
8 x 10 feet	36 x 72 inches
6 x 12 feet	27 x 54 inches

RUNNERS

9 feet	54 inches
6 feet	36 inches
	27 inches

In rolls of 50 lineal yards.
Patent No. 2,168,696

waite
Rugs

Blue
943

Dusty Rose
946

Green
911

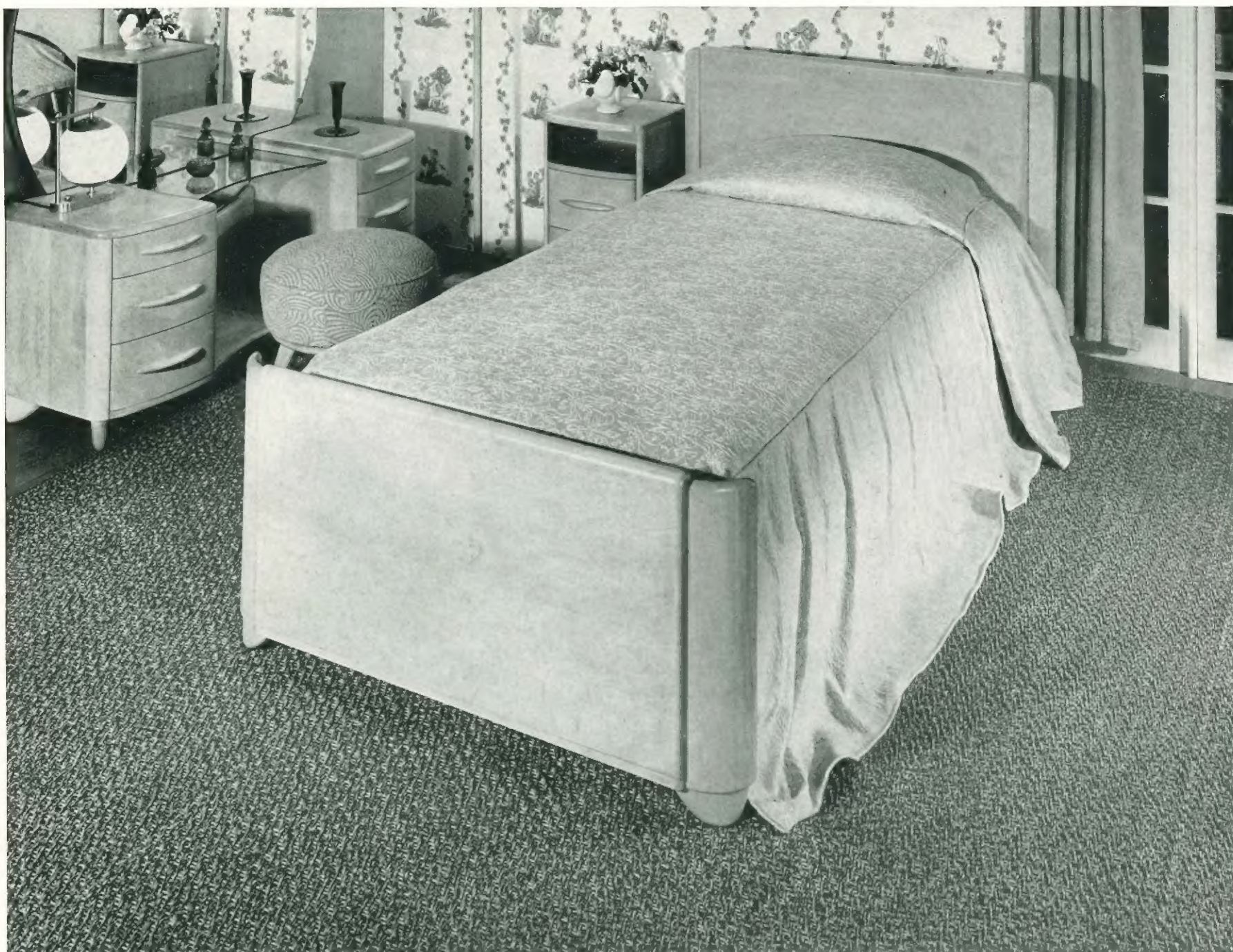
Toast
945

Brown
932

Turquoise
949

Gray
918





Heathercraft

Heathercraft is a modestly priced rug, designed for interior use throughout the year. The attractively simple styling, the tastefully blended colors, and the natural ruggedness of its weave, all contribute to its popularity. Heathercraft is ideal for runners and special sizes, because the reversible pattern is complete regardless of the sizes required. Then, too, the 12-foot broadloom width offers the means of solving those perplexing, large size, rug requirements.

RUG SIZES

12 x 15 feet	6 x 12 feet
12 x 12 feet	6 x 9 feet
9 x 15 feet	54 x 90 inches
9 x 12 feet	36 x 72 inches
8 x 10 feet	27 x 54 inches

RUNNERS

12 feet	54 inches
9 feet	36 inches
6 feet	27 inches

In rolls of 50 lineal yards.

waite
Rugs

Blue
343

Toast
345

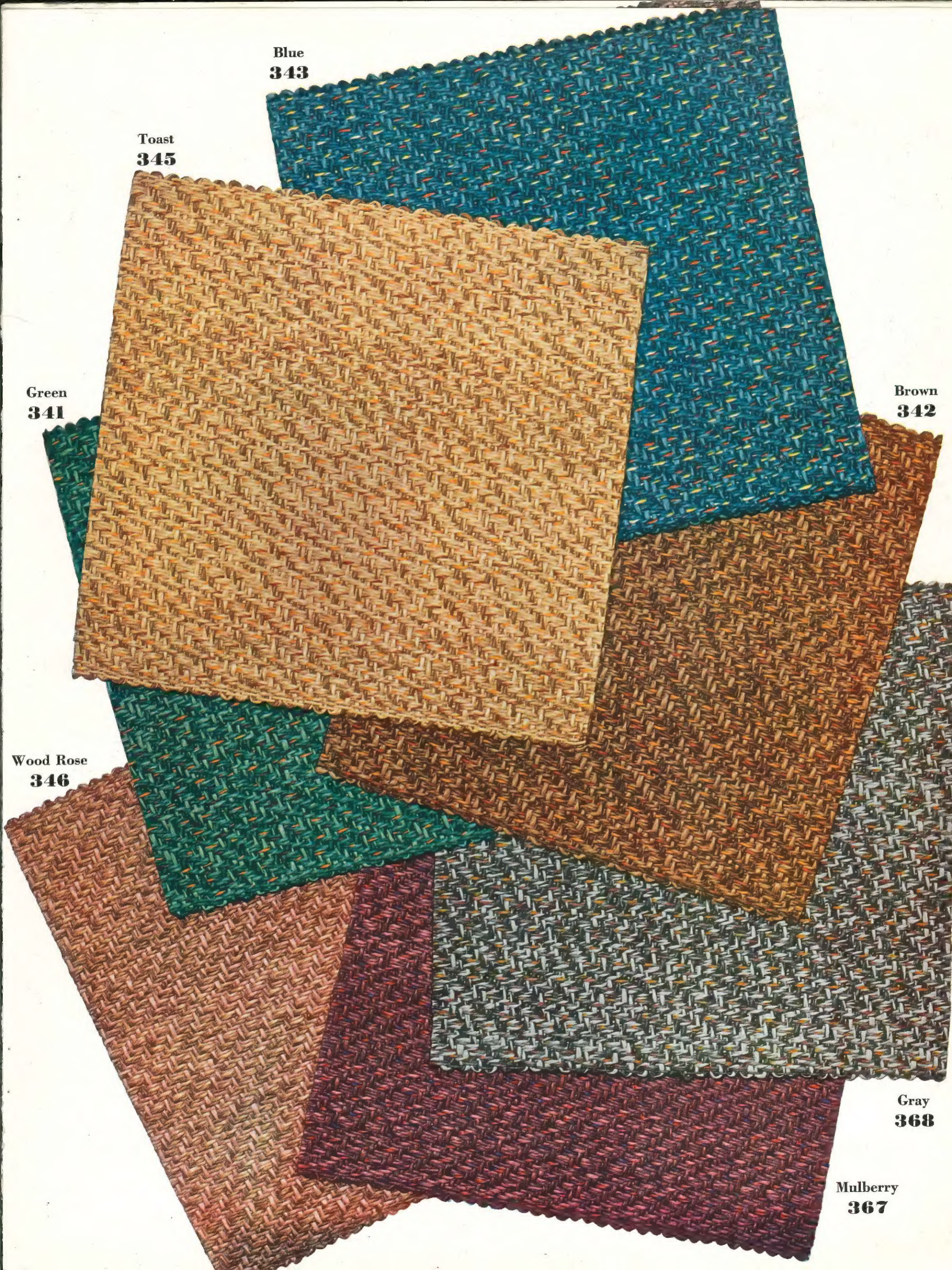
Green
341

Brown
342

Wood Rose
346

Gray
368

Mulberry
367





REVER Deco

Bring springtime into the home with
rugs. Designed for cheerful summer
offers a refreshing change from
and best of all, they are popular.

On one side are the colorful hand
the other is the attractive, woven
Reversible Decowaite truly two
at no extra cost.

RUG S

9 x 15 feet

6 x 12

9 x 12 feet

6 x 9

8 x 10 feet

Top: TOAST 17505

Also made in:

Green 17501, Brown 17502, Blue 17503,
Gray 17504.

Top: GREEN 17301

Also made in:

Brown 17302, Blue 17303, Gray 17304,
Toast 17305, Dusty Rose 17307

Bottom: BLUE 18103

Also made in:

Green 18101, Brown 18102, Gray 18104,
Toast 18105

Bottom: GRAY 17004

Also made in:

Green 17001, Brown 17002, Blue 17003,
Toast 17005

BROWN 19302

Also made in:

Green 19301, Blue 19303, Gray 19304,
Toast 19305, Dusty Rose 19307

RSIBLE waite

with these cool, colorful summer
mer living, Reversible Decowaite
the drab, dull colors of winter,
ly priced.

and-stencilled patterns, while on
oven block design — making
rugs in one — a double value

SIZES

feet	54 x 90 inches
feet	36 x 72 inches
	27 x 54 inches

waite
Rugs



DUSTY ROSE 16807

Also made in:

Green 16801, Brown 16802, Blue 16803,
Gray 16804, Toast 16805



Top: BROWN 16302

Also made in:

Green 16301, Blue 16303, Gray 16304,
Toast 16305



Bottom: GREEN 19101

Also made in:

Brown 19102, Blue 19103, Gray 19104,
Toast 19105



Top: BLUE 18703

Also made in:

Green 18701, Brown 18702, Gray 18704,
Toast 18705



Bottom: TOAST 19405

Also made in:

Green 19401, Brown 19402, Blue 19403,
Gray 19404, Dusty Rose 19407.

Waifair



The new Waifair for 1941 features a large choice of colors . . . seven new backgrounds . . . more texture . . . through the use of more intermittently dyed sisal, and greater intrinsic value . . . since the durable fibre background is woven from the new exclusive mildew-proof and water-repellent fibre. Like all Waite rugs, it is perfectly reversible. In addition to regular sizes, many stores also carry it in rolls to serve customers who need special sizes and runners.

RUG SIZES

9 x 15 feet	6 x 9 feet
9 x 12 feet	54 x 90 inches
8 x 10 feet	36 x 72 inches
6 x 12 feet	27 x 54 inches

RUNNERS

9 feet	54 inches
6 feet	36 inches
	27 inches

In rolls of 50 lineal yards.
Patent No. 2,168,696

waite
Rugs

Gray
284

Brown
282

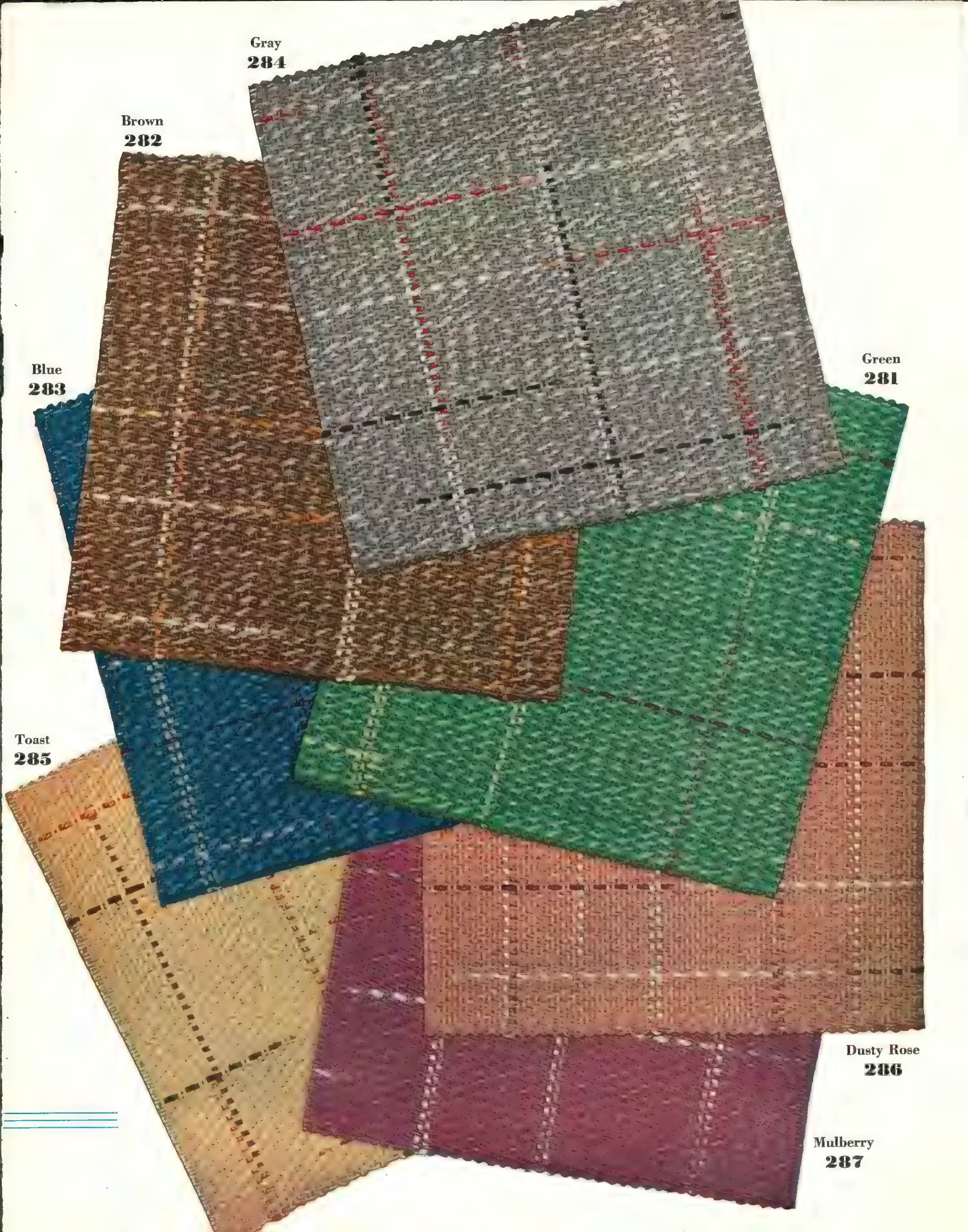
Blue
283

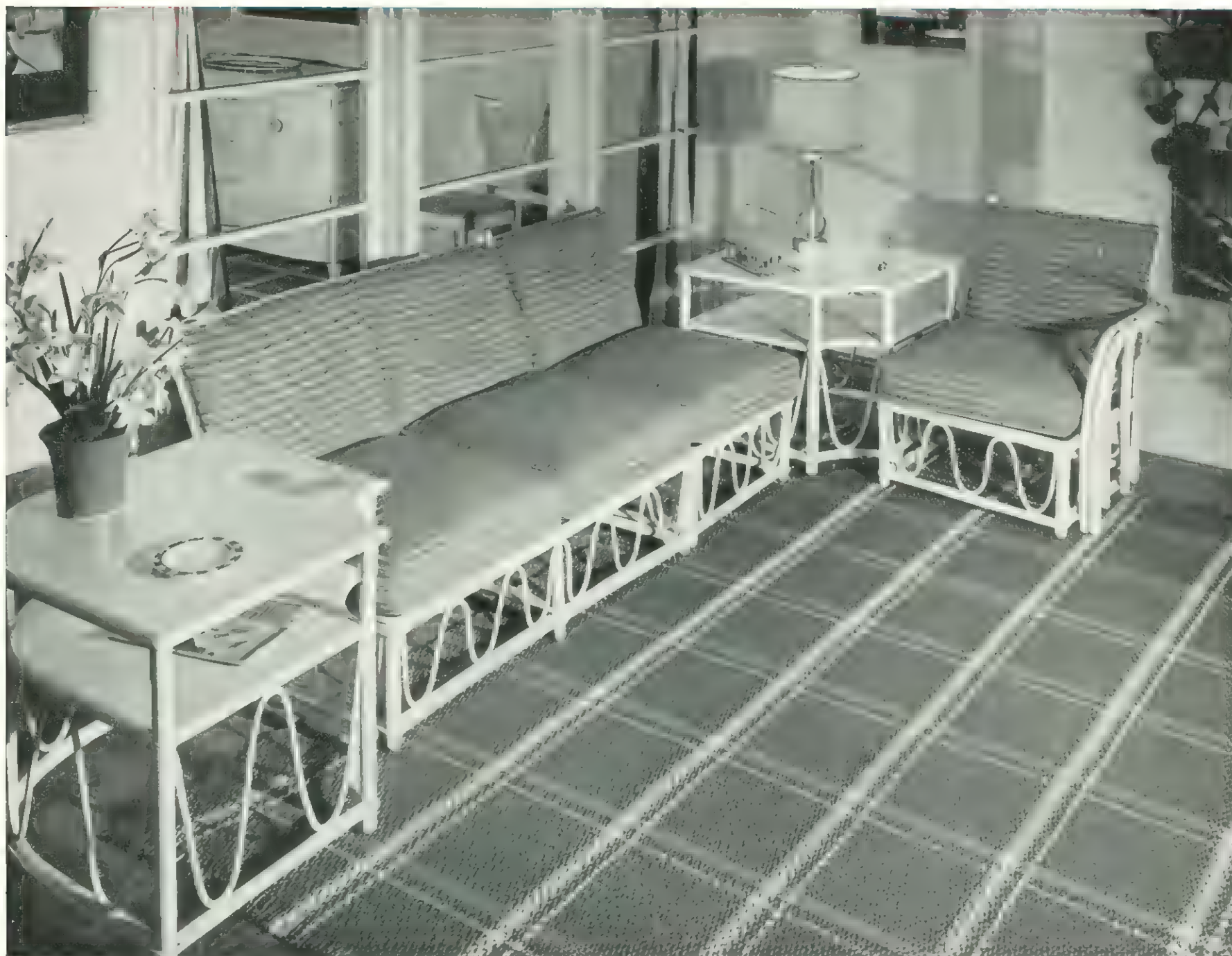
Green
281

Toast
285

Dusty Rose
286

Mulberry
287





RUG SIZES

12 x 18 feet	8 x 10 feet
12 x 15 feet	6 x 12 feet
12 x 12 feet	6 x 9 feet
9 x 18 feet	4 x 7 feet
9 x 15 feet	36 x 63 inches
9 x 12 feet	27 x 50 inches

RUNNERS

12 feet	4 feet
9 feet	36 inches
6 feet	27 inches

In rolls of 50 lineal yards.

Woven with Java Sisal warp and the new exclusive Waite moisture-resistant fibre, Sisalcraft has the luxurious qualities of an all-sisal rug, and is available at a saving in cost. It is the result of several years' effort to create a popular-priced rug of outstanding merit, by combining the best features of the two ideal summer rug materials — sisal and fibre. The sisal warps glisten in clear color-fast shades and the tightly twisted fibre adds resiliency and permanent flat-lying sturdiness to the rug.

Sisalcraft

Toast
755

Blue
753

Mulberry
757

Dusty Rose
756

Turquoise
759

Green
751

Brown
752



Sisalcrest



Sisalcrest is an all-sisal rug woven from the finest stock dyed Java Sisal. The clear, sparkling colors satisfy the most exacting color-fast requirements, and, of course, since it is an all-sisal rug, it serves as well outdoors as indoors. The subtle pattern is woven through and through the rug, thus insuring pattern permanency and perfect reversibility. Sisalcrest is ideal for special sizes and large size rugs, for its generous weight keeps it on the floor and the pattern is in perfect balance regardless of size.

RUG SIZES

12 x 18 feet	8 x 10 feet
12 x 15 feet	6 x 12 feet
12 x 12 feet	6 x 9 feet
9 x 18 feet	4 x 7 feet
9 x 15 feet	36 x 63 inches
9 x 12 feet	27 x 50 inches

RUNNERS

12 feet	4 feet
9 feet	36 inches
6 feet	27 inches

In rolls of 50 lineal yards.

waite
Rugs

Blue
423

Toast
425

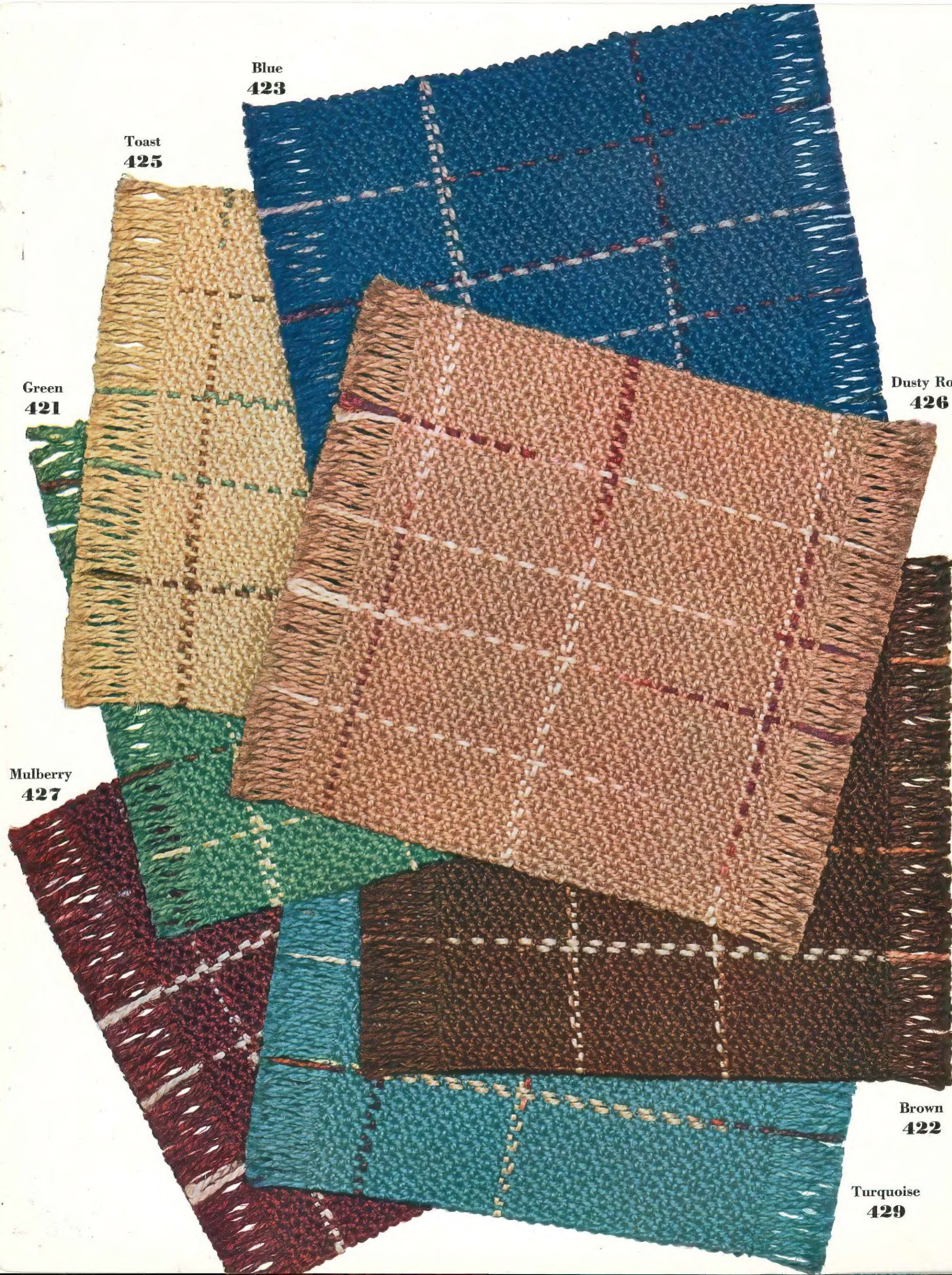
Green
421

Dusty Rose
426

Mulberry
427

Brown
422

Turquoise
429



Waitone

COTTON TUFTED RUGS WASHABLE, COLORFAST

Waitone is the new group name for a comprehensive selection of new cotton tufted rugs . . . new types, styles, and colors, covering a wide price range. There is a choice of Waitone rugs styled chiefly for bedroom use . . . featuring the new decorative trend colors, shapes, and designs . . . and a selection of Waitone rugs designed primarily for the bathroom. The color combinations are not limited to those illustrated, for there is available a complete range of additional colors that will be furnished upon request . . . as well as information on special shapes and sizes.

RECTANGULAR RUG SIZES

17x24 inches	24x48 inches
18x36 inches	27x54 inches
20x36 inches	30x60 inches
24x36 inches	36x72 inches

4x7 feet

BATH MAT SIZES

18x30 inches	21x36 inches
22x44 inches	

SEAT AND STOOL COVERS

OVAL RUG SIZES

20x34 inches	27x48 inches
24x34 inches	30x52 inches
24x45 inches	36x63 inches

4 feet x 6 feet 6 inches

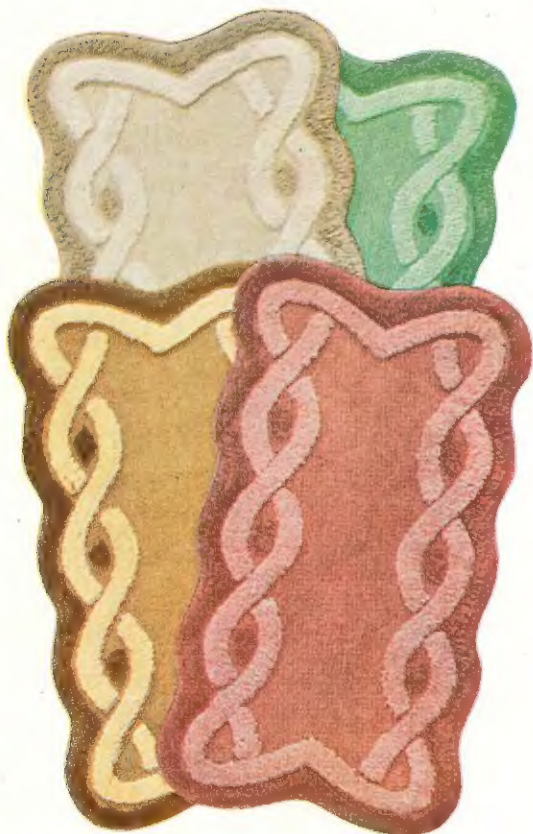
ROUND RUG SIZES

27x27 inches	36x36 inches
30x30 inches	48x48 inches

STYLE 4 PATTERN 47
Color Combination
Gray 4 Green 1
Tan 2 Dusty Rose 7

STYLE 7 PATTERN 71
Color Combination
Gray 4 Dusty Rose 7
Blue 3 Cream 5

STYLE 3 PATTERN 300
Color Combination
Peach 8 Tan 2
Blue 3 Green 1

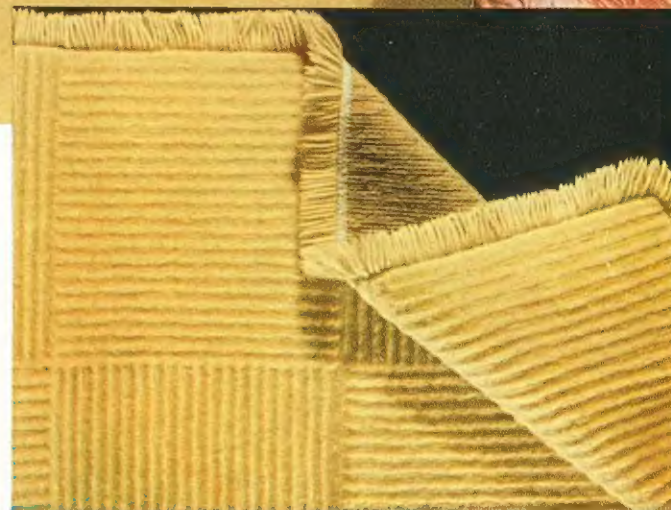


STYLE 4 PATTERN 45
Color Combination
Green 1 Blue 3
Yellow 5 Dusty Rose 7

waite
Rugs



STYLE 5 PATTERN 51
Color Combination
 Victorian Rose 1001 Steel Blue 1006
 Moss Green 1004 Misty Taupe 1003



CUSTOM MADE
 IN ANY COLOR
 SHAPE OR SIZE

WOOL UNIT TUFTED RUGS

Unlimited Colors and Sizes . . . Thick Wool Pile

These custom-made Unit Tufted Rugs offer new decorative possibilities of particular interest to stylists and decorators.

Luxurious in thick, cushiony texture, Wool Unit Tufteds are distinctively styled to give that final touch so necessary in a well planned ensemble. Their lustrous deep wool pile and unlimited colors — ranging from soft off-shades to bold dark tones — round out the smartly modern setting or give added interest to the dignified interior.

In addition to the type illustrated, Wool Unit Tufted is now available in a wide variety of embossed patterns. Complete information furnished on request.



STYLE 5 PATTERN 50
Color Combination
 Steel Blue 1006 Seal Brown 1005
 Dusty Mauve 1002 Moss Green 1004

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